

# Classification of Typefaces

## SERIF

Serif typefaces include a slight projection finishing off the strokes of its letterforms (called serifs).

# Old Style

**Old style serifs generally include:**

- 1). Diagonal stress (the thin parts are on the diagonal rather than horizontal or vertical axis);
- 2). Bracketed serifs (where there's a curve attaching the stem and head);
- 3). Minimal contrast;
- 4). Wedge-shaped serifs;
- 5). Angled heads serifs.

Examples: *Adobe Jensen, Garamond, Goudy Old Style.*

# Transitional

**Transitional serifs generally include:**

- 1). Usually vertical strokes;
- 2). Vertical stress;
- 3). More pronounced contrast than in Old Style designs;
- 4). Oblique and bracketed serifs.

Examples: *Baskerville, Perpetua.*

# Modern

**Modern serifs generally include:**

- 1). Little or no bracketing on the serifs;
- 2). Vertical axis on curved strokes;
- 3). Dramatic contrast between thick and thin strokes;
- 4). Ball-shaped stroke terminals;

Examples: *Didot, Bodoni.*

# Slab Serif

**Slab serifs generally have:**

- 1). Heavy serifs with very little or no bracketing;
- 2). Virtually no contrast in stroke weight.

Examples: *Museo Slab, Rockwell, American Typewriter.*

# Glyphic

**Glyphic serifs:**

- 1). Emulate lapidary inscriptions rather than pen-drawn text;
- 2). Have minimal stroke weight contrast;
- 3). Use triangular serif shapes.

Examples: *Albertus, Cartier Book, Newtext.*

## SANS SERIF

Sans serif typefaces do not include any projections at the end of the strokes of its letterforms.

# Grotesque g

**Grotesque sans serifs often include:**

- 1). A spurred uppercase "G";
- 2). Minimal contrast on the strokes. Older versions include: 3). Some of the curves were more square;
- 4). A double-story lowercase "g".

Examples: *Franklin Gothic, News Gothic.*

# Neo-Grotesque

**Neo-Grotesque sans serif fonts are:**

- 1). More legible;
- 2). Plainier; (Otherwise have similar features to the older Grotesques).

Examples: *Helvetica, Arial, Univers.*

# Geometric

**Geometric sans serifs:**

- 1). Have round "O"s;
- 2). Are based on simple geometric shapes
- 3). Have no contrast between strokes.

Examples: *Futura, Avenir.*

# Humanistic

**Humanistic sans serifs:**

- 1). Are based on the proportions of Roman-style capitals;
- 2). Were created to be more legible;
- 3). Have more contrast than other sans serifs;
- 4). Have a calligraphic influence.

Examples: *Gill Sans, Verdana, Lucida Grande.*

## SCRIPT

Script typefaces are based on the fluid strokes of handwriting, and can range from formal to very casual. They're suitable for display use.

# Formal

**Formal scripts are characterized by:**

- 1). Flowing loops and flourishes;
- 2). Letterforms that are generally connected.

Examples: *Bickham Script, Snell Roundhand, Kuenstler Script.*

# Casual

**Casual scripts have:**

- 1). A brush-like appearance with stronger strokes;
- 2). Letterforms that are sometimes connected.

Examples: *Brush Script, Bianca, Mahogany Script.*

# Calligraphic

**Calligraphic scripts:**

- 1). Emulate hand-lettered calligraphy;
- 2). Generally have high contrast.

Examples: *Mistral, Vivaldi, Ballerino.*

# Blackletter

**Blackletter scripts are:**

- 1). Very formal;
- 2). Based on handwritten calligraphy;
- 3). Strong contrast on strokes

Examples: *Goudy Text, Monmouth, Engravers Old English.*

# Handwriting

**Handwriting scripts:**

- 1). Are casual;
- 2). Mimic modern handwriting.

Examples: *Blog Script, Pacifico, Cedarville Cursive.*

## MONOSPACED

Monospaced typefaces are non-proportional — every letter takes up the same amount of horizontal space on the page or screen. There are serif and sans serif varieties.

Examples: *Courier New, Consolas, Source Code Pro.*

# Monospaced

## DISPLAY

Display typefaces vary widely in their appearance, and include both practical and novelty fonts suitable for headlines and titles.

Examples: *Broadway, Cooper Black, Curlz.*

# Display